

AN EMPIRICAL STUDY OF EVALUATION OF SERVICE QUALITY OF INTERNET BANKING IN THE INDIAN CONTEXT

To stay competitive in the emerging competitive market driven by deregulation, privatization and globalization, it is no more a question before the banking organization whether to deploy evolving internet banking services, but how to deploy it. Gaining competitive advantage in online banking environment requires the banking organization to create distinct value for their customers by delivering them high quality internet banking services. In doing so, banks should have better understanding of how customer perceive and evaluate the quality of the services offered over internet so that they could be able to monitor and enhance their service performance. Although academic efforts have been devoted to identify criteria that customers use to evaluate quality of internet banking services, but a review of these studies reveals that important research gaps still exist, both conceptually and methodologically, particularly in the Indian context. Against this backdrop, the present study is undertaken to advance an understanding about the attributes used by customers to evaluate the service quality of internet banking. To extract the dimensions of internet banking service quality, the present study performs factor analysis on the scale items adapted from E-S-QUAL (Parasuraman et al. 2005). Finally, it discusses managerial implications.

Key Words : Customers' Perspective, Service Performance, Internet Banking, Service Quality, E-S-QUAL.

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WTO AND REGIONALISM: A DEBATE

With the future of the Doha Round uncertain, there has been a sharp increase in the number of bilateral and regional trade agreements. This has revived long-running arguments in international economics between those promoting global trade agreements and those favouring regional approaches. The difference between trade agreements and more general mechanisms for integration is often misunderstood. This debate often implies a false choice between regional versus global integration. The paper is not intended to be an exhaustive examination of the issues involved. The object is mainly to draw and sharpen the focus of attention on the problems of managing trade blocs within the WTO framework.

Key Words: Regionalism, Multilateralism, Free Trade Agreements, Trade Blocs, Trade Diversion.

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A FACTOR ANALYSIS OF PERFORMANCE MANAGEMENT SYSTEM IN A PUBLIC SECTOR ORGANIZATION AND ITS IMPACT ON JOB SATISFACTION AMONG EMPLOYEES

The environment for most Indian organisation today is Global, complex, dynamic and widely competitive. In addition to the external conditions, organizations are also facing several challenges of virtual organization, diverse workforce including that related to talent flow. One major result of this challenge for organization is that they have to be systematic in Managing their human capital to gain competitive advantage. At long last, the old adage "Our People are the most important asset" is gaining traction in corporate India. Several factors are driving companies to realize their need for Performance management. With the industry growing at a faster pace, getting business is not the business challenge but attracting and retaining talent is a problem. Scarcity of Talent is a global as well as a organizational problem. The latter can be addressed by effective performance management system. As today's organizations continue to undergo drastic changes, focusing on attracting, developing and retaining the talent, can more effectively engage the employees and build competitive advantage. This paper shall explore the ways that how Indian public sector organization has practiced and implemented performance management system to retain the employees and attain Talent sustainability. The study shall further review the transformation in some of the performance management components to manage the talent in the organization. The PMS of any organization is made by considering the factors which have both employer and employee perspective. The factors or aspects can be identified by the continuous learning and proper determination of the system. The given study has two parts, in first part the important components are extracted which are preferred by the employees for an effective performance management system, and in the second part of the study how the performance of employees get enhanced, if they are satisfied with the profile they are working for is obtained. This is accomplished by using statistical tools and analysis of primary as well as secondary data obtained from public sector organization employees of executive levels. Using questionnaires which is designed by the expertise of organization the overall study is carried out. The factors in the study having the mix all the aspects related to feedback, motivation, job satisfaction, performance, process orientation, work environment in the organization. For satisfaction part only two variables are considered i.e. Job satisfaction and performance.

Key Words : Performance Management System, Job Satisfaction, Motivation, Feedback, Process Orientation.

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BRAND LOYALTY AND SATISFACTION TOWARDS TOILET SOAPS: A STUDY OF URBAN CONSUMERS IN WARANGAL DISTRICT (A. P.)

The marketing scenario in India has undergone vast change since 1991 due to the economic reforms. Post-liberalization, competition intensified in every product line and market, which forced brands to redefine their norms of existence in all industries. In the FMCG industry, especially in toilet soap sector there has been severe competition among the MNCs, national and local players. The toilet soaps can be divided into four price segments: Premium, popular, economy and carbolic soaps. At the same time, penetration level of toilet soaps in urban areas is very high, but per capita consumption levels remain low. In this scenario, it is very important for marketers to know the consumer behavior with respect to toilet soaps, which will be very useful in adopting suitable strategies. This research paper attempts to analyze the brand loyalty, satisfaction, awareness, and switching behavior of consumers regarding soaps. It also examines the factors influencing brand choices.

Key Words : Brand Loyalty, Customer Satisfaction, FMCG, Product attributes, Toilet Soaps.

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CONSIDERATION IN ORGANIZATION: ANALYSIS OF BONDS FROM HR PERSPECTIVE

This paper gives understanding and meaning of consideration, its nature and purposes it serves. All of us are aware of the high attrition rate prevalent in knowledge industries particularly, Information Technology (IT), wherein a company recruits fresh graduates and provides them intensive training for executing a particular project. After a few weeks or months, however, many of its recruits resign. The company has to recruit some more employees and repeat the training program in order to complete the project, incurring a lot of expense. This scenario is something everyone in the IT industry is familiar with. The Employment Bond is basically an Agreement entered into by the Company with the Employee, which among the other terms contained therein states that in consideration of the training given to the Employee and the money spent by the Company in imparting such training, the Employee will remain in the services of the Company for a particular period. So Employee bond is a practice used by various companies (government as well as non-government) to safeguard the interest it has in its employees, after expending time and training. This paper cover what is an employee bond, to what extent it is enforceable, remedies companies can seek and defence options before an employee.

This paper also addresses up to what extent consideration of training is adequate. In general there were mixed feelings about the issue of having employees sign training bonds or training agreements. There are employees who understand that the companies deserve to recover their training investments and willingly sign and honour the agreements; and there are those who feel that they are being forced to stay in the company, even if better opportunities come along and are thus deprived of these opportunities. An attempt was made to analyse bond in order to get the pulse of real world and practices used in public sector undertakings and leading IT services companies, these two different types of organizations were studied and method used for this study were interview technique and study of bond and it was found that there was adequate consideration in both the bonds. So it is recommended that bond should be there in case of providing any training to employee but duration of binding employee after training in the company should not be more than two years. Everything regarding bond should be properly communicated to the employee before signing the bond to avoid any sort of confusion. The time demand after completion of training for being in bond should be limited (1 to 2 yrs) so that growth of employee doesn't get hampered.

Key Words : Consideration, Human Resource, Employee Bonds, Analysis, Recommendation.

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ALTMAN'S MODEL FOR PREDICTING BUSINESS FAILURE: CASE STUDY OF HAFED

This study analyzed the liquidity, solvency, efficiency and profitability of HAFED. Further, Z-score Altman model has been applied to examine the financial viability and to suggest the policy makers for the further improvement of HAFED. No doubt financial analysis shed light for better understanding and evaluating the results of business operations and explaining how healthy a business is doing. The researchers used the Altman Z-score model with ratio analysis for this purpose. The study results for the period 2004-05 to 2008-09 shows strong financial position of HAFED. According to the results of Altman model HAFED stands in healthy zone in terms of its financial viability throughout the study period. At the same time, results of different ratios also indicating that HAFED is being improving its position year after year with some fluctuations. Finally, HAFED may on a going concern in the future.

Key Words : Financial viability, Multiple discriminate Analysis, Financial Reporting, Financial Evaluation and Bankruptcy.

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